

LAMPIRAN VI

```
DISCRIMINANT /GROUPS=Keputusanpembelian(0 1)
/VARIABLES=CitraMerek KualitasProduk Harga /ANALYSIS ALL
/PRIORS EQUAL /STATISTICS=MEAN STDDEV UNIVF BOXM COEFF RAW CORR
COV GCOV TCOV TABLE /CLASSIFY=NONMISSING POOLED.
```

Discriminant

[DataSet1] C:\Users\Fitri\Desktop\hasil diskriminan.sav

Analysis Case Processing Summary

Unweighted Cases		N	Percent
	Valid	100	100.0
Excluded	Missing or out-of-range group codes	0	.0
	At least one missing discriminating variable	0	.0
	Both missing or out-of-range group codes and at least one missing discriminating variable	0	.0
	Total	0	.0
	Total	100	100.0

Group Statistics

Keputusanpembelian				Valid N (listwise)	
		Mean	Std. Deviation	Unweighted	Weighted
tidak membeli lagi	CitraMerek	16.79	4.283	24	24.000
	KualitasProduk	46.88	12.926	24	24.000
	Harga	19.33	2.371	24	24.000
membeli lagi	CitraMerek	22.09	3.645	76	76.000
	KualitasProduk	75.41	8.849	76	76.000
	Harga	20.39	2.027	76	76.000
Total	CitraMerek	20.82	4.416	100	100.000
	KualitasProduk	68.56	15.752	100	100.000
	Harga	20.14	2.151	100	100.000

Tests of Equality of Group Means

	Wilks' Lambda	F	df1	df2	Sig.
CitraMerek	.735	35.408	1	98	.000
KualitasProduk	.395	149.796	1	98	.000
Harga	.955	4.603	1	98	.034

Pooled Within-Groups Matrices^a

		CitraMerek	KualitasProduk	Harga
Covariance	CitraMerek	14.473	-4.587	.387
	KualitasProduk	-4.587	99.132	1.845
	Harga	.387	1.845	4.464
Correlation	CitraMerek	1.000	-.121	.048
	KualitasProduk	-.121	1.000	.088
	Harga	.048	.088	1.000

a. The covariance matrix has 98 degrees of freedom.

Covariance Matrices^a

Keputusan pembelian		CitraMerek	KualitasProduk	Harga
tidak membeli lagi	CitraMerek	18.346	-20.505	-3.406
	KualitasProduk	-20.505	167.071	-4.174
	Harga	-3.406	-4.174	5.623
membeli lagi	CitraMerek	13.285	.295	1.550
	KualitasProduk	.295	78.298	3.690
	Harga	1.550	3.690	4.109
Total	CitraMerek	19.503	23.324	1.419
	KualitasProduk	23.324	248.128	7.406
	Harga	1.419	7.406	4.627

a. The total covariance matrix has 99 degrees of freedom.

Analysis 1

Box's Test of Equality of Covariance Matrices

Log Determinants

Keputusan pembelian	Rank	Log Determinant
tidak membeli lagi	3	9.395
membeli lagi	3	8.271
Pooled within-groups	3	8.739

The ranks and natural logarithms of determinants printed are those of the group covariance matrices.

Test Results

	Box's M	20.005
F	Approx.	3.164
	df1	6
	df2	11050.222
	Sig.	.004

Tests null hypothesis of equal population covariance matrices.

Summary of Canonical Discriminant Functions

Eigenvalues

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	2.105 ^a	100.0	100.0	.823

a. First 1 canonical discriminant functions were used in the analysis.

Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1	.322	109.326	3	.000

**Standardized Canonical
Discriminant Function**

Coefficients

	Function
	1
CitraMerek	.523
KualitasProduk	.912
Harga	.044

Structure Matrix

	Function
	1
KualitasProduk	.852
CitraMerek	.414
Harga	.149

Pooled within-groups correlations
between discriminating variables
and standardized canonical
discriminant functions

Variables ordered by absolute
size of correlation within function.

**Canonical Discriminant
Function Coefficients**

	Function
	1
CitraMerek	.137
KualitasProduk	.092
Harga	.021
(Constant)	-9.560

Unstandardized coefficients

Functions at Group Centroids

	Function
	1
Keputusanpembelian	
tidak membeli lagi	-2.556
membeli lagi	.807

Unstandardized canonical
discriminant functions evaluated at
group means

Classification Statistics

Classification Processing Summary

	Processed	100
Excluded	Missing or out-of-range group codes	0
	At least one missing discriminating variable	0
	Used in Output	100

Prior Probabilities for Groups

Keputusan pembelian	Prior	Cases Used in Analysis	
		Unweighted	Weighted
tidak membeli lagi	.500	24	24.000
membeli lagi	.500	76	76.000
Total	1.000	100	100.000

Classification Function Coefficients

	Keputusan pembelian	
	tidak membeli lagi	membeli lagi
CitraMerek	1.196	1.658
KualitasProduk	.453	.761
Harga	4.040	4.110
(Constant)	-60.404	-89.610

Fisher's linear discriminant functions

Classification Results^a

			Predicted Group Membership		Total
			tidak membeli lagi	membeli lagi	
Original	Count	tidak membeli lagi	22	2	24
		membeli lagi	5	71	76
	%	tidak membeli lagi	91.7	8.3	100.0
		membeli lagi	6.6	93.4	100.0

a. 93,0% of original grouped cases correctly classified.